

# Advancement of Transit in the Age of On-demand Mobility

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# Key Presentation Take-Aways

- Invest in steps to move your mission forward
- Customers need to help shape vision, direction
- Partner involvement is fundamental
- Encourage and leverage innovations
- Take conditional risks—but have a plan
- Learn, adapt and try again



# King County Metro Policy Goals

- In age of change, use agency broader target outcomes and policy goals as guidance.

Safety	Financial stewardship
Human potential	Transparency
Economic growth	Quality workforce
Environmental sustainability	Partnerships
Service excellence	Innovation

# Innovative Mobility Action Agenda

1. Leverage growth of shared mobility as a complement to Metro's services.
2. Build an internal framework to support the realization of Mobility-as-a-Service.
3. Embrace the strategic opportunities brought by electric, connected, and automated vehicles.

## Innovative Mobility Action Agenda (2)

4. Integrate Metro's data management platforms and engage with Smart City initiatives throughout King County.
5. Advance efforts to improve the efficiency of existing infrastructure and realize compact urban forms.

# Innovative Mobility Action Agenda (3)

6. Strengthen Metro's institutional capabilities to invest and nurture a culture of innovation.



# Existing Environment

- Geographic
- Customers
- Existing services
  - Public
  - Private
- Changing conditions/demands

# Early Innovations

- Real-time Ridesharing
- TripPool
- TNC Based Emergency Ride Home

## **Early Innovations: Real-Time Ridesharing**

- Pilot program to provide on-demand ridesharing using commuter's vehicles
- Partnerships: city, employers & vendor
- Drivers: Volunteers — commuters themselves
- On-demand rideshare via a 3<sup>rd</sup> party app
- Connects commuters at designated stops
- Fare: App fee & driver reimbursed

## Early Innovations: TripPool

- Pilot program to offer first-mile solution in accessible county vehicle to Park & Ride
- Partnership: jurisdiction, vendor and transit
- Drivers: Volunteers - commuters themselves
- On-demand rideshare via a 3<sup>rd</sup> party app
- Connects commuters at designated stops
- Fare: Metro fare, driver rides free

# Early Innovations: Rideshare Key Learnings

- Driver
- Rider
- Density needed
- Flexible/Predictable
- Guaranteed return trip



## **Early Innovations: TNC-based Emergency Ride Home**

- ERH service for selected TDM programs includes TNCs starting in Fall 2015.
- Goal is to improve response time, increase coverage.
- Drivers: Paid by provider
- Administered through [RideshareOnline.com](http://RideshareOnline.com)
- Can be constrained to specific geographic areas
- Fare: Free return trip with non-SOV trip

# Early Innovations: TNC-based ERH – Key Learnings

- Early results:
  - High use of TNC over taxi
  - high customer satisfaction
  - lower costs
- Concerns with TNC utilization:
  - accessibility
  - data sharing

# **Moving Forward: New First/Last Mile Connections**

- Bellefield TNC Partnership
- Park N Ride pilot
- Mobility on Demand sandbox program



# Bellefield TNC Pilot

- Rationale was to start small.
- Our RFI required:
  1. Book shared rides on-demand via app
  2. Offer reasonable LOS
  3. Single flat fare per rider regardless of time of day, location or any other variable
  4. Primary data sharing at the individual trip level.

## Bellefield TNC Pilot (2)

- A TNC was deemed the best qualified proponent, we are still in negotiations.
- Main question is how do public agencies contract with this new type of business model (shared economy).
- Both parties need to be willing to take on more risk – requires high level approval.

# Access Improvement to Park & Rides

- Many P&Rs at-capacity very early
- Any customer dropped off at the P&R is a win, and we are willing to incentivize that behavior by subsidizing cost of trips.
- New first/last mile service RFP out 2Q 2017, targeting launch 3Q 2017.

## Access Improvement to Park & Rides (2)

- Again we want to prioritize shared rides, simple fares for customers, insure access for people with disabilities, we want to have a strong data sharing program.
- New aims: How to grow the pool of competitors? How to leverage creative solutions? How can we support drivers in earning livable wage?

# MOD Sandbox Program

- Two regions: Los Angeles and Puget Sound.
- Concept: Transit agencies partner with Lyft to offer subsidized first/last mile rides to fixed route transit services.
- Project is in planning stage, launch in 2018.
- Challenges: incorporating WAVs; unbanked and low-income groups; data sharing.

# Contact

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